

SEO Executive

£27,000 – £33,000 Full Time Salary

General & Medical specialise in Health Insurance and we are now looking to bring in an effective SEO specialist who can work as a member of the team and contribute effectively in a professional manner across a busy office environment. You will need excellent technical and communication skills and be able to organise your work effectively, helping to develop activities such as content strategy, quality link building and keyword strategy in order to increase rankings on all major search networks. You will also manage all Search Engine Marketing Campaigns with an expectation for driving business interest in our Company and maximising return on investment. The position will require determination and an ability to organise a schedule to promote the range of products that we have available and support organisational goals around brand awareness, traffic growth and customer acquisition and retention.

This is a great opportunity to apply your expertise to add value and work across multiple channels as part of our growing marketing team.

Main Responsibilities of the Role

- Optimise copy and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion and optimisation.
- Research and implement search engine optimisation recommendations.
- Research and analyse competitor advertising links.
- Develop and implement a quality link building strategy.
- Execute tests, collect and analyse data, identify trends and insights in order to achieve maximum ROI in paid search campaigns.
- Track, report and analyse website analytics and PPC initiatives and campaigns.
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Work with editorial and marketing teams to drive SEO in content creation and content programming.
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.
- Integration of marketing plans with brand campaigns to drive brand to demand.
- Develop an understanding of how the functions of the role interlink throughout the business and impact on others.

What You Can Expect From Us

- Regular Monday to Friday hours – no evenings, no shift work and no weekend work
- £27,000 to £33,000 Full Time Salary
- Access to Pension Scheme
- Attendance Bonus
- Great Annual Leave Benefit including additional family days
- Free Worldwide Multi Trip Travel Cover and discounted rate for family members
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness

- Monthly Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Free tea, coffee and fresh fruit
- Friendly working environment in Peterborough – convenient location close to the A1

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV to jobs@generalandmedical.com